



Community Residential Energy Reduction

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Research Objective: To evaluate the effectiveness of online community programs aimed at cost effective, collective action and apply this evaluation to improve community engagement in Dropoly.

• Easy to participate

- Eliminate barriers
- Make information relevant
- Make information understandable

• Have local leadership

- Give advice
- Be visibly active in the program

• Interact with the community

- Establish rules and guidelines
- Respond to feedback

• Welcome new users

- Provide clear instructions
- Reduce the amount of groupthink

• Encourage frequent participation

- Allow profile creation
- Create comparisons to previous status
- Give rewards
- Allow users to set goals
- Increase user enjoyment

• Engage with existing communities

- Facebook
- Twitter
- News

Overall Program Ranking				
	StickK.com	Lift.com	Simple Energy	Dropoly
Ease of Participation	3.3	3.3	2.3	4.3
Leadership	1.5	2.5	3	4.5
Interaction with the Community	2	1.5	3	3.5
Welcome New Users	4	2.5	3.5	3.5
Encourage Frequent Participation	3.5	2.8	2.8	3.4
Engagement with Existing Communities	3	2	2	2
Total (out of 30)	17.3	14.6	16.6	21.2

Evaluated Programs

StickK.com



Lift.com



Simple Energy



Dropoly.com

